August 15, 1985

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Information systems planning decisions are getting more complex every day—technology reviews, end-user requirements, productivity issues, IS positioning in corporate goals. INPUT can give you assimilated and concrete data along with sound tactical and strategic recommendations needed for your forward planning.

INPUT's Information Systems Planning Service (ISPS) is a research-based planning program that provides you with accurate and timely data and strategic tactical recommendations to unravel the complexities and greatly reduce the risks of making costly, uninformed decisions. INPUT focuses on questions you must answer to guide your information systems organization through the changes ahead:

How much should you spend on central and end-user computing?

- How much are other organizations spending?

- What <u>real</u> improvements in productivity are possible through the use of information systems, and how can you improve internal productivity?
 - How can you best structure the IS department to support the total organization, address end-user needs, and streamline operations?

The ISPS program provides proven and practical guidelines to answer these questions for top management, your users, and your staff.

INPUT is offering new clients the opportunity to participate in one or more of the 1985 ISPS programs including: Corporate Systems Planning, End-User Systems Planning, Software Planning, and Telecommunications Planning. Reports included in each program are described in the enclosed summary. You also get the full benefit of INPUT's expertise via consultation with senior people. Because of the flexibility of the ISPS, you may select individual programs or design your own tailor-made planning program to meet your specific requirements. Pricing for the program(s) are listed on the attached subscription agreement.

I will call you next week to discuss how INPUT can assist you to meet your short- and long-term planning needs and to arrange for a presentation of the program.

Very truly yours,

Harvey C. Tschupp Principal Consultant

HCT:ml

Enclosure

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index199. Mr. Chuck Gerlach Vice President, Research FIRST NATIONAL BANK OF ATLANTA 2400 Piedmont Road Northeast Mail Stop 2326 Atlanta, GA 30324 Mr. Gerlach index200. Mr. Ron Eubanks Director, MIS DELTA ÁIRLINES 3550 Greenbriar Parkway Atlanta, GA 30331 Mr. Eubanks index201. Mr. Jim Hale Director, MIS COCA COLA INC. Box 1743 310 North Avenue Atlanta, GA 30301 Mr. Hale index202. Mr. John Hope COCA COLA INC. Box 1743 310 North Avenue Atlanta, GA 30301 Mr. Hope index203. Mr. James R. Wray Director, Computer Systems Department HERCULES, INC. 910 Market Street Wilmington, DE 19899 Mr. Wray index204. Mr. David Bird Vice President EQUITABLE TRUST COMPANY 11 E. 20th Street Baltimore, MD 21218 Mr. Bird index205. Mr. Joe Maresca Director, MIS UNION ÚNDERWEAR One Fruit of the Loom Drive P.O. Box 780 Bowling Green, KY 42101 Mr. Maresca index206. Mr. Peter Sillay Director, Planning & Budgets GEORGIA POWER COMPANY 333 Piedmont Atlanta, GA 30302

Mr. Sillay

index207. Mr. Larry Prince Assistant Director, Corporate Data Processing PERKIN-FI MER Main Avenue Norwalk, CT 06856 Mr. Prince index208. Mr. Harvey Albright Manager, Office Systems PERKIN-ELMER Main Avenue Norwalk, CT 06856 Mr. Albright index209. Mr. Henry Meyer Director, Systems Performance U.S. AIR Washington National Airport Washington, DC 20001 Mr. Meyer index210. Mr. Tim Lambeth Vice President, IS BLUE BELL INCORPORATED Southern Life Building P.O. Box 21488 Greensboro, NC 27420 Mr. Lambeth index211. Mr. Robert Ray Harris Director, Operations & Technical Support BLUE BÉLL, INC. P.O. Box 21488 Greensboro, NC 27420 index212. Mr. David L. Bercaw Senior Vice President NCNB NATIONAL BANK Charlotte, NC 28255 Mr. Bercaw index213. Mr. Hugh McDonald CELANESE Box 32414 Charlotte, NC 28232 Mr. McDonald index214. Mr. Dale Cunningham Advance Planning HARRIS CORPORATION 1025 NASA Boulevard Melbourne, FL 32919 Mr. Cunningham index215. Mr. Bob Tonahill Vice President FEDERAL EXPRESS P.O. Box 727 Comstat - 4521 Memphis, TN 38194

Mr. Tonahill

index216, Mr. Clyde Cook Senior Vice President, MIS CENTRAL BANKSHARES/SOUTH 701 S. 20th Street P.O. Box 10566 Birmingham, AL 35296 Mr. Cook index217. Mr. Charlie Turner Manager, Technical Support GENESCO, INC. Genesco Park Box 731 1415 Murphysboro Road Nashville, TN 37202 Mr. Turner index218. Mr. Albert Voltolina Vice President, IS WHITNEY NATIONAL BANK/NEW ORLEANS 228 St. Charles Street Box 61260 New Orleans, LA 70161 Mr. Voltoling index219. Mr. John Kovac Manager, MIS BLUE CROSS/BLUE SHIELD OF ALABAMA 450 River Chase Parkway Birmingham, AL 35298 Mr. Kovac index220. Mr. Mike Mauldin Vice President, MIS DAYS INN OF AMERICA, INC. 2751 Buford Highway NE Atlanta, GA 30324 Mr. Mauldin index221. Mr. Ashton Junker Director, Computer Services MIDDLE SOUTH UTILITIES P.O. Box 61000 New Orleans, LA 70161 Mr. Junker index222. Mr. Erbie L. Moak Director, Information Services Planning SOUTHERN COMPANY SERVICES, INC. 64 Perimeter Center East Atlanta, GA 30346 Mr. Moak index223. Mr. Richard Blasko Director, Planning COLUMBIA PICTURES 711 5th Avenue

New York, NY 10022 Mr. Blasko

index224. Mr. Joe Kushlick Information Systems Department COMBUSION ENGINEERING Prospect Hill Road Windsor CT 06095 Mr. Kushlick index225. Mr. Peter Moynihan Vice President, Financial Planning UNION MUTUAL LIFE INSURANCE 2211 Congress Street Portland, ME 04112 Mr. Moynihan index226. Mr. John Ferguson Senior Vice President, IS WACHOVIA BANK 301 N. Main Winston-Salem, NC 27102 Mr. Ferguson index227. Mr. Bob Metz Manager, Technical Planning CAROLINA POWER & LIGHT P.O. Box 1551 Raleigh, NC 27602 Mr. Metz index228. Mr. Dave Bercaw Senior Vice President NCNB Charlotte, NC 28202 Mr. Bercaw index229. Mr. George Mills Assistant Director WASHINGTON METRO TRANSIT AUTHORITY 600 Fifth Street NW Washington, DC 20001 Mr. Mills index230. Mr. John Stengel Director, Computer Services BURROUGHS WELLCOME COMPANY 3030 Cornwallis Road Research Triangle Park, NC 27709 Mr. Stengel index231. Mr. Phil Canders Senior Vice President, IS SOUTH CAROLINA NATIONAL BANK P.O. Box 750 Columbia, SC 29226 Mr. Canders index232. Mr. James Downs Vice President, Data Processing BARCLAYS AMERICAN CORPORATION 201 S. Tryon Street P.O. Box 31488 Charlotte, NC 28231

Mr. Downs

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151 Farmington Avenue Hartford, CT 06156 Mr. Farrell

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866 Third Avenue New York, NY 10022 Mr. Pizzelanti

index250. Ms. Ann Gorewitz Manager, End-User Computing Education GOLDMAN SACHS 85 Broad Street New York, NY 10004 Ms. Gorewitz index251. Mr. Tom Johnson Vice President STATE STREET BANK P.O. Box 351 Boston, MA 02101 Mr. Johnson index252. Mr. Eugene A. Paulsen Senior Vice President, Data Processing BOWERY SAVINGS BANK 110 East 42nd Street New York, NY 10017 Mr. Paulsen index253. Ms. Elaine Bond Senior Vice President CHASE MANHATTEN BANK N.A. One Chase Plaza, 21st Floor New York, NY 10015 Ms. Bond index254. Ms. Marcia J. Wallace Vice President CHASE MANHATTEN BANK, N.A. I World Trade Center New York, NY 10048 Ms. Wallace index255. Mr. Eugene Shanks, Jr. Executive Vice President BANKERS TRUST COMPANY Technology Department New York, NY 10015 Mr. Shanks index0. Mr. Chester Frankveldt Manager of Information Systems Planning AMERICAN EXPRESS 125 Broad Street, 12th Floor New York, NY 10004 Mr. Frankveldt index1. Mr. William Synnott Senior Vice President, ISS The First National Bank of Boston 99 High Street Boston, MA 02105

Mr. Synnott

index,name,address,salutation index1. Mr. William Synnott Senior Vice President, ISS THE FIRST NATIONAL BANK OF BOSTON 99 High Street Boston, MA 02105 Mr. Synnott index2. Mr. Emmott Zahn Executive Vice President & Division Manager THE OPTIONS EXCHANGE La Salle at Van Buren Chicago, IL 60605 Mr. Zahn index3. Mr. Raymond C. Bell, Jr. Information Services Strategic Planning AMOCO CORPORATION 200 E. Randolph Drive P.O. Box 5910-A Chicago, IL 60680 Mr. Bell index4. Mr. Roger Beard Vice President, Data Processing WETTERAU 407 Dunn road Horissant, MO 63031 Mr. Beard index5. Mr. John Watts Vice President & Director, MIS DIEBOLD P.O. Box 8230 Canton, OH 44711 Mr. Watts index6. Mr. Dean Holm ABBOTT LABORATORIES Route 43 & 137, Abbott Park North Chicago, IL 60064 Mr. Holm index7. Mr. Gary Malinski Manager, Data Processing UNITED INSURANCE COMPANY OF AMERICA One E. Wacker Drive Chicago, IL 60601 Mr. Malinski index8. Ms. Susan Arnin CATERPILLAR TRACTOR 100 Northeast Avenue Peoria, IL 61601 Ms. Arnin index9. Mr. Thomas B. Walsh Director, Technical Services CHAMPION INTERNATIONAL CORPORATION 101 Knightsbridge Drive Hamilton, OH 45020

Mr. Walsh

index 10. Mr. Tom Stump Vice President HOUSEHOLD FINANCE 2700 Sanders Road Prospect Heights, IL 60070 Mr. Stump index 11. Mr. Harold Patzelt General Manager, Information Systems NALCO CHEMICAL 6216 W. 66th Place Chicago, IL 60638 Mr. Patzelt index12. Mr. Nick Petey Director, MIS SPIEGEL, INC. Regency Towers Oak Brook, IL 60521 Mr. Petey index 13. Mr. James J. Muth Manager, Corporate Computer Services CBI INDÚSTRIES 800 Jorie Boulevard Oak Brook, IL 60521 Mr. Muth index14. Mr. Paul M. Ingelvaldson Director, Data Processing ACE HARDWARE COMPANY 2200 Kensington Court Oak Brook, IL 60521 Mr. Ingelvaldson index15. Mr. Robert Bulen Director, Computer Systems DEERE & COMPANY John Deere Road Moline, IL 61265 Mr. Bulen index 16. Mr. Jerry Meatman Vice President KEMPER CORPORATION Route 22 Long Grove, IL 60049 Mr. Meatman index17. Mr. C. Richard Keener Vice President & Director, Systems Services KRAFT. INC. Kraft Court Glenview, IL 60025 Mr. Keener index18. Mr. R. L. Hiltenburg Manager, Data Processing ILLINOIS POWER 500 S. 27th Street Decatur, IL 62525

Mr. Hiltenburg

index19. Mr. Michael Schwab Director, Chicago Computer Center U.A.L. P.O. Box 66100 Chicago, IL 60666 Mr. Schwab index20. Mr. Richard Shelgren Managing Director, MIS TRAILER TRAIN COMPANY 101 N. Wacker Drive Chicago, IL 60606 Mr. Shelgren index21. Mr. John W. Bowyer Vice President, Corporate Information Systems & Services INTERNATIONAL HARVESTER 401 N. Michigan Chicago, IL 60611 Mr. Bowyer index22. Mr. Michael Henderson Director, Hardware/Software Communications GATX CORPORATION 120 S. Riverside Plaza Chicago, IL 60606 Mr. Henderson index23. Mr. James Kerwin Corporate Director, MIS BELL & HOWELL 7100 McCormick Road Chicago, IL 60645 Mr. Kerwin index24. Mr. Thomas O. Brant Director, MIS BEATRICE FOODS 3534 S. Kostner Avenue Chicago, IL 60632

Mr. Brant

Sent and Copied to Harvey



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Contact Name	· Will	ian	<u> </u>	MOORE U			
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Contact Nome:	Jo	hu'	E DYE	- 0			
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Company Name Contact Name	ELAN	VESE	FIGERS	SUB OF CE	=LANO	ESC	
Contact Name	:_ TOB	ERT	<u> 45138</u>	PRN			
Title: & Address: D.	io Me	71	fren				
Address:	(8) 190	x 32	414				_
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Company Name:		HAN	PRIS.	CORP.			
Contact Name:	MER	BERT	TN.	Mc CAULEY			
Title: V.P.	Mg	1 Ing	lo Sy	rlene			
Contact Name: Title: V.P. Address: 100	75 /	VASA	Ble	1			
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Prospect Control Data Entry Company Name: First Atlasta Corp.

Contact Name: Barry Lawron

Title: Droug Ved her. - Data Service Per.

Address: 2400 Gedmont Rd N.E. City: Marla State: Sa Zip: 30324 AreaCode: 404 Phone: 231-7319 Revenue Size (Millions): Account Status (Circle Peprospect C. Client O=Offer in process (proposal out) CSP Info. Suc. Large Systems c 0 Small Systems Process/Turnk. 0 C 0 Office Systems Softw/Prof. C 0 c 0 Teleconsuni. C Micro Sw/sk Р 0 Ρ c 0 TPM 5RS 0 c 0 Small Co. Prog. c 0 ISPS Corporate CAMP Software 0 End User FISSP Telecom. Comments:



Prospect Control Data Entry Company Name: Equitable treet Co. Contact Name: John MILTON Title: NP - Oxformation Orocessing Heft
Address: 11 & 20 TH ST. City: Ballewore State: Ms Zip: 21218 AreaCode: 301 Phone: 659-8771 Revenue Size (Millions) :_ Account Status (Circle P= prospect C- Client O=Offer in process (proposal out) CSP MAPS Info. Suc. Large Systems 0 c 0 Small Systems Process/Turnk. C 0 C 0 Office Systems Softw/Prof. C 0 c 0 Teleconsuni. Mizro Sw/sve Р C 0 Ρ c 0 TPM 5RS c 0 0 Small Co. Prog. c 0 ISPS Corporate CAMP Software End User 0 FISSP Telecom. 0 Comments :-

